ADVERTISEMENT. ADVERTISEMENT. ADVERTISEMENT.

Copyright Hart Schaffner & Marx

Between forty and sixty

YOU know him: established, prosperous, a little heavier at the waistline; and very busy.

His time is too valuable to spend on clothes, so he ought to know that we have developed a suit model that exactly fits his figure (an entirely new idea).

Our dealer can show it; he calls it the medium stout

Hart Schaffner & Marx

Good Clothes Makers

Any man, of any figure, can be fitted here in our Hart Schaffner & Marx suits.

Wallach Bros.

Broadway, below Chambers St.
Broadway, Cor. 29th St.

Third Ave., Cor. 122d St.
246-248 West 125th St.
Open Evenings

MERRY COMEDY SEEN AT FULTON

"Arms and the Girl" Proves To Be Charming Play.

FAY BAINTER IS DELIGHTFUL INGENUE

Good Acting Helps Comedy Trip Lightly to Success.

"Arms and the Girl," a comedy by Grant Stewart and Robert Baker. At the Fulton Theatre. Presented by William Harris, jr.

THE CAST.

Mme. Coelen	Marie Hassell
Twinette	Ethel Intropodi
Burgomaster	Paul Capronne
Olga Karnovitch	Suzanne Jackson
Ruth Sherwood	Fay Bainter
Wilfred Ferrers	Cyril Scott
Telephone Operator	Carl Axtell
Lieutenant von Ilse	J. Malcolm Dunn
General Klaus	Henry Vogel
Captain Schultz	John Downer
Jack Martin	Francis Byrne

By HEYWOOD BROUN.

A merry and amiable play was produced at the Fulton Theatre last night. "Arms and the Girl" is as pleasant an entertainment as New York has seen this season. It demands now and again a little credulity on the part of the spectator, but the consistently incredulous person has no right in a theatre. Moreover, the play has its moments of mush; but let him who is annoyed by stage lovemaking go spend the evening with his incredulous friend. They will not have as good a time as those who saw "Arms and the Girl" last night, and laughed and thrilled because the playwrights asked for their emotions so ingratiatingly.

One would hardly pick Belgium under the first rush of the Germans as the scene of a light comedy, but the authors have succeeded in finding phases of war which are distinctly amusing. As a matter of fact, the play merely fringes on the conflict.

Grant Stewart and Robert Baker have wisely introduced no discussions about the responsibility for the invasion of Belgium, and there are no atrocities. The Germans of the play are not at all a bad lot. Their sentimentality, and even their efficiency, serve to heighten the merriment of the story. Nobody is shot. At least nobody but the hero, who is, of course, by far the best person to shoot, since you can't hurt him much. Nor do the fortunes of the play hang upon the success of either side in the great war. George Sylvester Viereck could sit in the same box with Theodore Roosevelt at this play.

The plot is developed ingeniously. Ruth Sherwood, a young American girl, under stress of circumstances, says that a fellow, whom she has just met, is her fiance. But for her identification he would have been shot as a spy. Here German efficiency steps in. In order to test the truth of the girl's story the general orders a Belgian burgomaster to marry the couple. The bridegroom, although an acquaintance of only a few minutes, is an engaging chap, but unfortunately the girl has a fiance as well as a husband. The fiance is a poor sport and upon arriving at the inn grudgingly consents to play the part of a chauffeur in order to continue the necessary deception.

Under sore trial the jilted man acts badly, and it is he, in fact, who calls off the engagement in the last act and leaves the girl to her husband. By that time you may be sure she has fallen in love with the man she married.

The Girl shares half the title of the play, and this by no means emphasises her importance. Fay Bainter is an ingenue. But listen, she does not slouch, she does not wriggle, she does not talk through her nose. This actress is endowed with youth, an extremely charming play of expression, and a sure deft touch which marks her as one of the best young actresses New York has seen in ever and ever so long. She never lost her audience for a moment, and it is due to her skill alone that the final scene of the play is saved from dragging.

Miss Bainter has the nicest possible appreciation of comedy values. She can shade a line or a bit of business, and it is no trouble at all for her to slip from one mood to another without any perceptible break. Moreover, there is nothing in her method which suggests an imitation of the work of any other actress. We believe that Miss Bainter played her first important role in New York last night, and yet she seemed perfectly sure of herself. She has reason to be.

Cyril Scott does well as the hero. He is essentially a pleasant and cheery light comedian. The cast is excellent throughout. J. Malcolm Dunn does not suggest anything Teutonic, but this young actor certainly fits into the niche which the mind has ready for the typical German officer. Henry Vogel gives a rich, full and human performance as the General. Francis Byrne does well as the bilked fiance. Ethel Intropodi is pleasing in a minor role.

There are snatches of French and German and Russian throughout the play. But at least the first two are simple enough to be understood by those who have gone no further in their studies than "C'ette animal est'un cheval" and "Das Zimmer ist hell."

One of the authors of the play made a speech, in which he said that he and his partner had been working on the play revising this and that until a few moments before the curtain rose. They can rest from their polishing now. The product shines and sparkles.

For a Quick Pick-up Luncheon try that most delicious, nourishing, whole wheat food, **Triscuit,** the shredded wheat wafer-toast. It contains all the body-building material in the whole wheat grain, including the bran-coat which promotes healthful and natural bowel movement. It is real whole wheat bread without yeast, baking powder or chemicals of any kind — an ideal food for children because it compels thorough mastication and insures perfect digestion. A crisp, tasty "snack" for picnics or excursions. Toast in the oven and serve with butter or soft cheese. **Made at Niagara Falls, N. Y.**

Edison's Up-to-Date "73" Bids Civil War Key Vets Welcome

On Auto Horn Inventor Greets Old-Time Telegraphers to Jersey Plant—Speaks to Visitors All Day in Their Own Language.

"Dash, dash, dot, dot—dot, dot, dot, dash, dot."

Three hundred Old-Time Telegraphers stopped short just as they stepped upon the Edison grounds at Orange yesterday, when their trained ears caught the familiar sounds, produced this time on an automobile horn. They looked at each other, shook their grizzled heads in delight, and hurried on. For it was Thomas Edison, their own "T. E.," who spoke to them in their own language of the keys. He was saying "73."

Every true key-tapper knows that "73" can mean more than can be put into words. It means "Howdy!" and "Glad to see you!" and, "Well, hello, Tom!" all rolled into one. It's what "Welcome!" is to the mat, "God bless our home!" to the motto, and the candles to the birthday cake. It's the true telegrapher's greeting.

They hurried on up to shake "T. E.'s" hand, pleased that he welcomed them with no ostentation or ceremony, but in their own tongue. It meant that the greatest inventor in the country was proud to think of himself as a key-tapper still, they said to each other. It spoke to their hearts, that "73." They answered it with cheers. The men of the party took off their hats and waved them in the air. The women couldn't do that, of course, but they did the best they could with their handkerchiefs.

Waves Hat in Return.

"T. E." waved his hat in return as he stood waiting upon the steps of his plant with Mrs. Edison. His hair showed white in the strong sunlight, and the presidents of cable companies who had known him since he and they had first tapped out their bread and butter at the key said anxiously to each other: "T. E. isn't getting any younger." And then they forgot all that in the heartiness of his handclasp.

All day long Thomas Edison went on speaking to them in their own language. He marched them up two by two to have their motion pictures taken and later in the day showed them the completed reel. He took them in clusters of twenty-five through the buildings of his plant. He had them assemble in the auditorium to hear and see the combination motion picture and talking machine. Miss Edna Bailey, the only woman speaker of the Edison Company, pleased them especially with "Dat's What I Call Music," because they were hearing what they called music in the click of the keys.

J. B. Taltavall, for many years a telegrapher and now the editor of a telegraphers' magazine, was chosen to exchange greetings with Mr. Edison on the "silent sounder."

"We hope you'll tap us out messages for another 100 years, Mr. Edison," he said.

Hopes to Hit 200 Mark.

"Oh, I expect to be here well on to the 200 mark," said the inventor.

Luncheon was served while they all talked shop. There were telegraphers there from South America, from Mexico, from Canada, from Texas, Montana, Utah, Maine, and almost every other state in the union.

Almost half of the visitors were women telegraphers. Mrs. James R. Beard, chairman of the Woman's Committee, and wife of the secretary of the Mexican & South American Cable Company, was mistress of ceremonies, and Margaret C. Gates held the place of honor as veteran member of the sisterhood.

The telegraphers went in a body to a box party at the Hippodrome last night, and straight through the Japanese tumbling, and the skeleton's dance talked on about their wonderful day, about "T. E." and his "73." Their annual reunion will end to-night with a dinner at the Hotel Astor.

JAPAN TO RENEW WAR FOR 'RIGHTS'

Embassy Admits Only European Peace Is Needed for the Move.

Washington, Sept. 27.—Japan's purpose to renew after the European war her contention for the right of her people to emigrate to and own land in the United States, suggested in New York yesterday by Baron Yoshiro Sakatani, former Finance Minister, was frankly admitted to-day at the Japanese Embassy.

Negotiations over these questions, which came to a deadlock two years ago, are not regarded by Japan as ended, it was explained, but merely postponed while the larger issues of the war were being discussed.

The deadlock followed a long series of conferences between ex-Secretary Bryan and Baron Chinda, then the Japanese Ambassador, and an exchange of notes between the two governments over the alien land legislation enacted by California.

Complaint Not Answered.

After the State Department had pointed out that under its constitution the United States government could do no more than seek to prevent such legislation and that persons affected by it had recourse to the Federal courts, Japan closed the exchanges with a note saying her complaint had not been answered and reserving "for the present further discussion of the issue."

The position of the Japanese government, according to informal statements by embassy officials, still is that restrictions on immigration and land holding are not only derogatory to her dignity, but are unjust under international law in that they are discriminatory against her in favor of other nations.

Removal of these, it is explained, is regarded as Japan's final step in her rise to statehood.

Friendly Negotiations Expected.

The embassy believes the renewed negotiations will be most friendly, officials declaring good relations with this country are looked upon as combining with Japan's vital interests in China and the alliance with England to form the three cardinal points of Japanese foreign policy. Japan's present strained relations with China regarding the Cheng Chiatun clash the embassy expects to be settled shortly in a way satisfactory to both sides.

While it is admitted that the present difficulties probably have put off the proposed $15,000,000 Japanese loan to China, it is said Japan will take her share in the $50,000,000 loan proposed by the Chinese Foreign Minister to the group of English, French, Russian, Japanese and American bankers. Japan is reported to be more than able to do this because of the profits on munitions sold to Russia.

Japanese policy toward the proposed trade war after the present struggle will be outlined here Friday with the visit of Baron Sakatani, who is just back from the recent Allied Economic Conference at Paris. The baron will be entertained at luncheon by James Brown Scott, secretary of the Carnegie Peace Endowment, and at dinner by Tokichi Tanaka, the Japanese chargé.

Interested in Trade War.

Japan is said to be deeply interested in the proposed trade war, as her participation in it is counted on to remove serious competition in China, her vital trade field.

The Pacific islands north of the equator, including the Caroline and Marshall groups, which were seized from Germany early in the war, will be awarded to Japan, according to the Embassy view, at the peace conference. Already, as cable dispatches have shown, Japanese schools, banks and steamship lines have been established there, and every effort made to make them part of the Island Empire.

Japan Called Eager to See China Develop

Japan's attitude toward China was explained in new terms yesterday at a luncheon given by the Japan Society of Nw York City in honor of Baron Yoshiro Sakatani, chairman of the Japanese delegation at the recent economic conference of the Allies in Paris. Baron Sakatani is on his way home.

Baron Sakatani was mute on the Chino-Japanese question as well as on the economic conference. It was Dr. T. Iyenaga, director of the East and West News Bureau in this city and former lecturer on political economy at the University of Chicago, who told of his country's aims in the Far East.

He said China was to Japan what Mexico was to the United States, and that the Island Empire was as eager to see a strong and peaceful China as the United States was to watch Mexico develop into a strong country. He added that both Japan and this country had the same reason for wanting their neighbors to develop—both wanted a market for their commerce.

The luncheon, held in the Lawyers' Club, 115 Broadway, was presided over by Seward Prosser, president of the Bankers' Trust Company, who was introduced by Lindsay Russell, president of the Japan Society. A. Barton Hepburn, chairman of the Chase National Bank, spoke briefly.

"The Yellow Jacket" Again.

"The Yellow Jacket," the Chinese play that was seen in New York four years ago, is shortly to be seen here again. Beginning on November 9, at the Cort Theatre, ten matinee performances will be given, so arranged as not to interfere with the run of "Upstairs and Down." The piece will be presented by the Coburns, who have been using it on tour for several seasons.

BUSINESS TROUBLES

Bankruptcy Petitions.

H. L. HERBERT & CO.—A petition has been filed against H. L. Herbert & Co., a corporation, wholesale and retail dealer in coal, of 1457-1461 Broadway, with yards at 215th st. and Harlem River and in East 20th st., by Frank M. Patterson, attorney for these creditors: Perine & Nichols, $1,200; Dexter & Carpenter, $1,228, and John A. Roebling's Sons Company, of New York, $21. Preferential transfer of property and payments of $1,250 to Meeker & Co. are alleged as the acts of bankruptcy. Judge Manton appointed Edward F. Perine receiver, bond $25,000, with authority to carry on business at the offices and yards for thirty days. The corporation was incorporated on April 27, 1907, with capital stock $200,000, which was afterward increased to $400,000, but Bradstreet's took away its rating in December, 1912. Assets are estimated at at least $50,000 in stock, plant, equipment, office furniture and leases of coal yards. Harry L. Herbert, president of the company, consented to an adjudication on the bankruptcy petition.

REIFF BROTHERS, composed of Abraham and Max Reiff, manufacturers of suspender trimmings at 437-501 East Houston st., have made an assignment to Samuel W. Altman. A petition in bankruptcy also was filed against them by the Kreider Manufacturing Company, $700; Meyer Zapsky, $25, and Harry Cohen, $20.

TRITON MARINE CONSTRUCTION COMPANY, boat builder at 275th st. and Harlem River, has filed a petition in bankruptcy, with liabilities $2,140 and assets $2,925, consisting of boats in process, $475; machinery, $150, and shipbuilding, $1,300. W. L. Huppert is president.

SAMUEL BRENNER, salesman, of 139 West 116th st., has filed a petition in bankruptcy, with liabilities $3,695 and assets $31, in commissions.

TERRENCE A. SMITH, saloonkeeper in Yonkers, has filed a petition in bankruptcy, with liabilities $1,427 and $645 in T O T S.

Schedules.

ANDREW CHRISTIE, stair builder, of 328 East 56th st., has filed schedules showing liabilities of $4,905 and assets of $2,996, consisting of cash in bank, $81; machinery and tools, $620; accounts, $2,295; claim for damages against a railroad company, $50, and materials, $1[illegible].

ERNEST A. STIENES, trading as the Stienes Dyeing Company, at 417 West 24th st., has filed assignment schedules showing liabilities of $9,179, nominal assets, $8,280, and actual assets, $6,051.

Assignment.

FAURBY TIRE COMPANY, INC., of 108 West 52d st., has made an assignment to Clyde K. Blank. It was incorporated on October 14, 1915, with capital stock of $10,000. Francis M. Vaubry is president and Leon Van Nolle secretary.

Discharges from Bankruptcy.

Judge Manton, in the United States District Court, yesterday granted discharges to these bankrupts: Julius Kovacs, builder, 324 Westchester av., president of the Kovacs Construction Co., liabilities $420,122; Harman Fraad, corsets, 22 West 23d st., liabilities $4,471; P. Marmer & Son, wholesale butter and eggs, 29 Amsterdam av. and 448 Jackson av., liabilities $26,907; Schmolowitz, Nathanson & Ross, metal goods, 14 Mott st.; Jean Spitzer, salesman, 601 West 184th st.; Samuel Goldberg, salesman, 995 Avenue St.; John Harp Stern, liquors, 14 Sheriff st.; Wittenberg & Moersch, furniture, White Plains; Julia and Frederick Neuman, 219 East 14th st., formerly bakery and lunch room, and Morris Rosen, cloaks, 23 East 8th st.

ARMY AND NAVY ORDERS; MOVEMENTS OF WARSHIPS

[From The Tribune Bureau.]

Washington, September 27.

ARMY.

Maj. JOHN H. HUGHES, inf., from Ft. Slocum, Oct. 15, to N. Y. City as assistant to recruiting officer, 25 Sd av.

Resignation Capt. CHRISTOPHER A. DUNNIGAN, N. Y. N. G., accepted Oct. 1.

Capt. ALEXANDER F. WILLIAMS, Q. M. C., relieved as asst. depot Q. M., St. Louis, to Washington, Nov. 1, for duty office chief Militia Bureau.

Capt. CHARLES S. LINCOLN, inf., relieved as Insp.-Inst., N. G. of Hawaii; report for duty in charge militia affairs, Hawaiian Dept., with station at Honolulu.

Resignation Second Lt. JAMES T. MOORE, S. C. N. G., accepted.

Leave of absence 15 days from Oct. 1 granted Capt. LOUIS R. DICK, C. A., recruiting officer.

Capt. WILLIAM H. MENGES, C. A., from coast defences of the Delaware, Nov. 1, to Ft. Williams.

Capt. LOUIS E. BENNETT, C. A., from coast defences of Portland, Nov. 1, to Ft. du Pont.

Leave of absence granted First Lt. N. BUTLER BRISCOE, 12th Cav., extended three months.

NAVY.

Lieut. J. S. WOODS, detached receiving ship, to navy yard at Puget Sound.

P. A. Pay. H. C. GWYNNE, detached naval training station, Key West, to Prairie, else P. A. Pay. F. J. DALY, to home and await orders.

Gun. A. J. HOLTON, to Mare Island Navy Yard.

Ch. Par. Clerk S. P. VAUGHN, detached receiving ship, to naval training station, San Francisco.

MOVEMENTS.

ARRIVED.

Sept. 26—Abarenda, at Nagasaki; Baltimore and Dubuque, at Tompkinsville; Charleston, at Balboa; Chattanooga, at Gulf of Fonseca; Conyngham, Cummings, Jacob, Jones, Porter, Vulcan and Winslow, at Newport; Dolphin, at Southern drill grounds; New Hampshire and Wadsworth, at Hampton Roads; Patapsco, at Charleston; Potomac, at Santo Domingo City; Proteus and Sonoma, at Norfolk; St. Louis, at Honolulu; Wheeling, at Carmen.

SAILED.

Sept. 26—Aylwin, Hampton Roads for N. Y.; Birmingham, Southern drill grounds for Newport; Chattanooga, Corinto for Gulf of Fonseca; Chubb, Lynnhaven Roads for Newport; Jarvis, Hampton Roads for North River; McDougal, Hampton Roads for N. Y.; Potomac, Santo Domingo City for Sanchez; Rodgers, Boston to sea; South Dakota and West Virginia, San Francisco for San Diego.

Kansas, Vermont and New Hampshire ordered placed in reserve on arrival at navy yard, Philadelphia, after target practice.

The Ad-Visor

Thursday, September 28, 1916.

This department has entered the second stage of service to Tribune readers. Primarily it was intended merely to separate the sheep of advertising from the goats—and hang a bell on the goats. But now it goes beyond mere identification. It embraces a human nature study of both sheep and goats. You are invited to assist. For every letter printed in this department describing experiences—pleasant or unpleasant—with advertisers of merchandise, excepting only patent medicines, The Tribune will send $2.00, payable in any merchandise of any Tribune advertiser. For the most important letter each month a special prize of $50.00, payable similarly, will be awarded. Name printed or withheld—as you prefer, but must be signed or we will not know where to send the prize order. Address: The Ad-Visor, The Tribune, New York.

THE following pages from my diary may interest you:

Thurs., Aug. 10, 1:00 P. M.—Kennedy's shoe sale.
1:05 P. M.—Tried on right shoe. Good fit. Looking for left shoe.
1:15 P. M.—Still looking for left shoe.
1:20 P. M.—Still looking. Salesman's assistance secured.
1:25 P. M.—Another salesman requests my man to wait on customer in front part of store. (I suppose I am not considered a customer, as I am merely buying sale shoes.) My salesman sticks to me, but can't find left shoe.
1:30 P. M.—My salesman goes to lunch. Left shoe still hiding somewhere.
1:35 P. M.—Manager takes name and address. Will have lost shoe found and will deliver pair to me.

Fri., Aug. 11, 2:00 P. M.—Shoes not delivered. 'Phoned Kennedy's. Left shoe not found. Asked to call and be fitted with another pair. Yes, have more in stock at same price. Salesman sure of this.

Sat., Aug. 12, 11:00 A. M.—Called at Kennedy's. Left shoe still missing. Must be around. Salesman measures foot; looks around for about fifteen minutes. Reports he can't fit me with shoes at sale price. Sorry he inconvenienced me. Will advise me when left shoe is found.

Tues., Aug. 15, 2:00 P. M.—'Phoned Kennedy's. Still looking for left shoe. I wonder how many more "odd" shoes were in that sale. Kennedy's is a good shoe store for one-legged men!

M. E. B.

This letter was sent to A. F. Kennedy, of 12 Cortlandt Street. It was returned with a blue-pencilled comment, "No comments—too busy." The name of "A. F. Kennedy" was added with a rubber stamp in purple ink.

With a little more system in his methods—the kind of system, for instance, which can put its hand on the right mate for a left shoe—Mr. Kennedy might not be too busy to investigate and correct as laughable a situation as this in his store.

FOR some time past I have been interested in reading in your paper of both satisfied and dissatisfied customers at various stores, and therefore am going to write and tell you of an experience which I recently had which may save others from the same kind of an experience.

On July 6 I started out to buy a pair of white buckskin shoes, but, as I have rather a long and narrow foot, taking a 7 A-A, I had some difficulty in getting my size at the stores I usually buy from. I happened to pass the Star Shoe Company, corner of Fifth Avenue and 42d Street (never having heard of them before), and saw a white buckskin shoe in the window which I thought I should like, so went upstairs and got a pair which fitted me, but did not take the trouble to examine same carefully, taking it for granted that, as they were $5.95 and appeared O. K., they would possibly be all right.

Two days after I left the city, and when I went to put on the shoes found that the toe had been improperly stitched, the heel was partly off and that the tops of the shoes were yellow. As I really needed the shoes, I wore them, and thought that possibly after a good cleaning the yellow would wear away. However, I found that the yellow would not come off, and that, instead, the shoes are every color in spots from white to a deep butter color. I took the shoes back, surely thinking they would do something for me, but, instead, they were most impudent and refused to do anything in the matter, even to straighten the heels or fix the tips, which surely was an unbusinesslike attitude. When I found I could get no recourse, I said I would write your paper about it. They said they did not mind it, as it would give them a lot of free advertising, but I hardly think it is the advertising they care for.

I never received such abominable and uncouth treatment in a store in my life, and never such poor merchandise.

D. A. W.

The Star Shoe Company received a little of our free advertising some months ago when we described it in an article on untrustworthy Sample Shoe Shops. Help yourselves, gentlemen. It's always a pleasure to put an unreliable store in its proper niche.

HEREWITH inclosed you will find correspondence between Philip Morris & Co., Limited, of 72 Fifth Avenue, New York City, and myself.

Is it not a pleasure to receive such a nice letter from a concern and to think that, without any hesitancy, they immediately recognized that my cause of complaint was a just one and did not try to evade the matter or attempt to ignore it entirely.

When treatment of such a nature is accorded to purchasers, one cannot, and surely will not, lose faith in a concern or its products. I think that the time has come when the difference between right and wrong and what is just and unjust can be seen by not only the innocent purchaser, but also by the producer, and, therefore, the wrong and the injustice are readily remedied to the satisfaction of all concerned.

M. HARRY GROSSMAN.

The correspondence begins with a letter from Mr. Grossman, in which he says that occasionally he buys a package of Philip Morris cigarettes which doesn't seem to be up to standard. He returns several cigarettes left in a package of this sort. Philip Morris answered:

We are in receipt of your letter of the 28th inst., and we are exceedingly sorry that you should have been supplied by the dealer with an old package of our cigarettes. We are forwarding to you a box of fifty, which we would ask you to accept with our compliments, and we trust you will have no further cause of complaint on our goods.

We much appreciate your having called our attention hereto, as it is our desire at all times to exchange any goods which are not satisfactory to our friends. We should esteem it a favor if you would let us have an expression of your opinion of the cigarettes we are forwarding to you.

We inclose stamped addressed envelope, and, thanking you for your courtesy herein, we are,

PHILIP MORRIS & CO., LTD.

This letter bore the same date as the note of complaint. Are there any doubting Thomases in the audience who wonder whether Philip Morris will get back the cost of those fifty cigarettes many times over from this one smoker? Does it pay?

HERE'S my idea of a mediocre or "maybe" guarantee! It says too much, in the first place, and the conditions under which one may recover are so hard to prove and again so confusing that recovery on this, to my mind, is left to the disposition of the New Era Manufacturing Company. However, the machine for which the guarantee is given has been used in our office longer than the specified year, so I have confidence in it, and was not called upon to figure out how I could get around the guarantee. But a guarantee like that used on a good article is out of place. It would scare a cautious vendee away.

VINCENT A. BRADY.

GUARANTEE.

This New Era Pencil Sharpener is guaranteed for one year against imperfect material or workmanship, and if without misuse it gets out of order during this time we will repair or exchange it free of charge. Guarantee does not cover abuse or natural wear and tear. Machine must be returned to us prepaid, together with this guarantee and an amount sufficient for return delivery at parcel post rate. Unless postage is inclosed we will return Sharpener by express at owner's expense. Guarantee not valid unless dated, numbered and signed in ink by dealer selling the machine. . . . .

Pack, wrap and address carefully and put your name and full address on the package for safe return of machine.

NEW ERA MFG. CO., 450 Fourth Avenue, New York City.

It's just as unfair to underguarantee a sound piece of merchandise as to overguarantee a poor one. Of course, if a manufacturer is going to be unfair it's better to be unfair to himself than to his customers—but why be unfair at all?

A FEW weeks ago a paragraph appeared in this column referring to Goetz & Co., a Brooklyn piano concern, which advertised pianos for rent for $3 a month. But the price was $5, it appeared, when the instrument was not to go to a private family. So our correspondent learned when he called to see about a piano for rehearsals of a minstrel show.

Goetz & Co. saw this paragraph and didn't like it. What is more to the point, they decided that they didn't like their own methods which had prompted it. So they changed their advertising, including their window signs, so that no one else could be misled. Such an immediate and thorough readjustment bespeaks business principles of an exceedingly creditable sort—business principles formerly misrepresented and maligned by doubtful advertising. It is our most useful job, we believe, to assist a business house to square what it says about itself with what it actually is.

(The next Ad-Visor will appear on Sunday, October 1.)